

No. 10017 ✓

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To:     • Mr. John Granville  
         • Mr. Bill Cutler

From:   • Al Udow

Subject: • Menthol Attributes

Date: February 1, 1979

cc: J. Spector  
     J. Zoler

The Roper Organization is currently doing a study for us which, among other things, up-dates our information on smokers' attitudes towards menthols.

Attached is a page from their questionnaire which gives some insight into how smokers compare menthols vis a vis regular filters and low tars.

This may be useful in thinking of additional questions to add to the RGA II questionnaire.

Notice that, among smokers of all kinds, menthols are considered to be:

- less good tasting than full flavors
- not milder, but less strong than full flavors
- more refreshing
- perhaps easier to draw
- not as good tobacco flavor (note, this sample of people includes non-menthol smokers)
- easier on your throat than full flavor
- less irritating than full flavor, but more irritating than low tars

Of course, in the final report, we will break out separately the various groups (full flavor smokers, low tar smokers, menthol smokers) to make their comparisons more meaningful. But these findings might trigger some ideas.

Attached are some extra copies in case you want to send them to the Burnett people.

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Al Udow

AU:sw  
Att.

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